

Department of the Army
Pamphlet 360-3

Army Public Affairs

Army Hometown News Program

Headquarters
Department of the Army
Washington, DC
01 August 1984

UNCLASSIFIED

SUMMARY of CHANGE

DA PAM 360-3
Army Hometown News Program

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RESERVED

FOREWORD

Telling the soldier's and airman's story is the number one mission of the Army and Air Force Hometown News Directorate. We are totally committed to this task, but are helpless without the support and dedication of you, the public affairs specialists, supervisors, and officers.

It takes a concerted and conscientious effort to insure that all deserving Army and Air Force members have the opportunity to receive recognition in their hometown news media.

To help you with this important task, we have prepared a clear and complete guide for the preparation of the hometown news release form. This pamphlet explains in detail the policies in AR 360-5 and provides a step-by-step approach to completing DD Form 2266, (Information for Hometown News Release).

I sincerely hope this pamphlet provides the necessary information to carry out this very important task of telling the soldier's and airman's story.

Director, Army and Air Force Hometown News Directorate

Army Public Affairs

Army Hometown News Program

By Order of the Secretary of the Army:

JOHN A. WICKHAM, JR
General, United States Army
Chief of Staff

Official:

ROBERT M. JOYCE
Major General, United States Army
The Adjutant General

History. Not applicable.

Summary. This pamphlet is a guide for

public affairs specialists, supervisors, and officers who administer their unit and command hometown news programs.

Applicability. This pamphlet applies to the Active Army, Army National Guard, and US Army Reserve. Specifically, this pamphlet applies to those responsible for the management and monitoring of the hometown news program.

Proponent and exception authority. The proponent agency of this pamphlet is the Office of the Secretary of the Army.

Interim changes. Interim changes to this pamphlet are not official unless they are authenticated by The Adjutant General. Users will destroy interim changes on

their expiration dates unless sooner superseded or rescinded.

Suggested Improvements. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to Army and Air Force Hometown News Directorate, Kelly Air Force Base, Texas 78241.

Distribution. To be distributed in accordance with DA Form 12-9A requirements for DA Pamphlets, Army Information. *Active Army*—A ARNG—B USAR—B

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*This pamphlet supersedes DA Pamphlet 360-3, 22 February 1974.

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Chapter 1 Introduction

1-1. Purpose

a. This pamphlet is a guide for public affairs specialists, supervisors, and officers who administer their unit and command hometown news programs. It implements AR 360-5, chapter 7, by setting forth responsibilities, editorial policies, and procedures of the Army Home town News Program.

b. It also contains guidance on-

- (1) Suitable topics for release.
- (2) Checking hometown news forms for common mistakes.
- (3) Submitting photographs to accompany releases.
- (4) Requesting coverage by special media teams.

1-2. References

a. *Required publication.* AR 360-5(Public Information). Cited in paragraph 1-1a.

b. Related publications. (A related publication is merely a source of additional information. The user does not have to read it to understand this pamphlet.)

- (1) AR 340-21 (The Army Privacy Program).
- (2) AR 670-1 (Wear and Appearance of Army Uniforms and Insignia).

1-3. Explanation of abbreviations

- a. AFSINC Air Force Service Information and News Center
- b. ARNG Army National Guard
- c. DA Department of Army
- d. DOD Department of Defense
- e. MACOM major Army command
- f. MOS military occupational specialty
- g. PAO public affairs officer
- h. ROTC Reserve Officers' Training Corps
- i. USAR US Army Reserve
- j. USMA US Military Academy

1-4. Responsibilities

a. *Director, Army and Air Force Hometown News Directorate.* The director will—

- (1) Plan, coordinate, and supervise the Army and Air Force hometown news program.
- (2) Insure that all procedures for releasing hometown news material to news media comply with Defense, Army, and Air Force departmental policy.
- (3) Be responsible to the commander of the Air Force Service Information and News Center (AFSINC) and to the Chief of Public Affairs, Office of the Secretary of the Army, for administration of the hometown news program.
- (4) Regularly report to the directors of Public affairs at major Army commands (MACOMs) the status of their hometown news programs and make recommendations for improvement.
- (5) Maintain liaison with media representatives within the United States and its possessions.
- (6) Inform public affairs officers (PAOs) of policies, significant trends, and other aspects of the hometown news program.

b. *MA COM directors of public affairs.* These individuals will—

- (1) Monitor their MACOM hometown news programs to insure maximum participation.
- (2) Establish and coordinate procedures for photographic and, where applicable, television videotape support.
- (3) Advise MACOM commanders on the status and conduct of their hometown news program.

c. *Army commanders at all levels.* These commanders will—

- (1) Recognize the value of the hometown news program and actively support it.
- (2) Display positive leadership by personally emphasizing the program at staff meetings, officers' and commander's calls, and through internal publications.
- (3) Include the conduct of the hometown news program among the items of interest to the Inspector General.
- (4) Provide the opportunity for all soldiers to participate in the hometown news program.

d. *Public affairs officers.* Each PAO will—

- (1) Support the hometown news program by providing suitable and timely information to the Hometown News Directorate.

(2) Make sure that each soldier involved in a newsworthy event has the opportunity, and is encouraged, to complete a DD Form 2266 (Information for Hometown News Release).

(3) Assure accuracy, completeness, timeliness, and clearance for public release of all material sent to the Hometown News Directorate.

(4) Notify the Hometown News Directorate by telephone (priority message if overseas) of any significant change in the status of an individual after his or her DD Form 2266 is sent to the Hometown News Directorate. (See Para I -8d.)

(5) Conduct a continuing orientation program to acquaint all Army people with the purposes and advantages of the hometown news program and to emphasize the responsibility of each individual member to participate.

(6) Fulfill Privacy Act requirements. (See Para 1-7c.)

1-5. The Hometown News Directorate today

Originally established as the Army Hometown News Center in Kansas City, Missouri, in 1951, the Army center was combined with a similar Air Force function in October, 1980, at Kelly Air Force Base in San Antonio, Texas. The Army and Air Force Hometown News Directorate is now a two-Service function that operates within the AFSINC at Kelly Air Force Base. The consolidated directorate was established to provide the most economical production and distribution of information about Army and Air Force members to their hometown news media. Thousands of newspapers, radio stations, and television stations throughout the United States and its possessions have requested these releases. In some areas, hometown news releases represent the major source of information about Army activities.

1-6. Mission

The hometown news program extends a command's media relations program beyond its local area. However, it does not and cannot replace local media relations programs. The Army and Air Force Hometown News Directorate relieves a significant workload from each Army and Air Force public affairs office and helps standardize material distributed by the two Services while holding costs to a minimum. The directorate is organized to

- a. Inform the American public of accomplishments and activities of individual service members.
- b. Present a factual, positive image of Army and Air Force people, programs, readiness, and activities.
- c. Enhance recruiting and retention through reinforcement of individual pride and morale.

1-7. Editorial policies

a. *Content.* Hometown news releases are factual stories about the accomplishments and activities of individual service members. These news releases should not compete with paid advertising or public service broadcast material. To be accepted as news, releases must be free from any suggestion of propaganda, advertising, or recruiting messages.

b. *Security review.* Each organization is completely responsible for the technical content, accuracy security review, and clearance for public release of any material it sends to the Hometown News Directorate. Hometown news materials, usually can be cleared for release by the local commander or authorized representative. This representative is usually the PAO.

c. *Privacy Act.* Each DD Form 2266 contains a Privacy Act statement on the reverse. Originating PAOs must comply with the Privacy Act requirements before sending the DD Form 2266 to the Hometown News Directorate. The PAO must obtain the service member's signature in block 20 of the form to fulfill the requirements of the Privacy Act.

1-8. Operating procedures

a. *Submitting hometown news material.* PAOs at all levels of command will send DD Form 2266 and supporting information and photographs to the Army and Air Force Hometown News Directorate, Kelly Air Force Base, Texas 78241. All material concerning an individual news story must be sent together. For example, photographs or award citations must accompany the DD Form 2266; they cannot be sent separately. For activities involving large numbers of individuals, information from which to write a news story (the cover story) should be sent to the directorate at least 2 weeks before the event takes place.

b. *Public affairs office code.* Public affairs office codes are assigned by MACOMs in coordination with the Hometown News Directorate. For separate operating activities, public affairs office codes are assigned by the Hometown News Directorate. These codes are used to credit forms and photographs to public affairs offices in reports from the directorate. Hometown news data forms that arrive at the directorate with no public affairs office code are credited to a general Army category, with no credit for the individual public affairs office or MACOM.

c. *Log book.* PAOs should maintain for 90 days a log book or index file of each DD Form 21.66 mailed to the Hometown News Directorate. The record should contain the name and social security number of each story subject, the news event, and the date sent. This information provides a record in case of later questions, data changes, or casualties. (See para 1-4d(4).) The Hometown News Directorate must have the social security number and name of the story subject to trace a story.

d. *Status changes.* PAOs must notify the Hometown News Directorate of any significant change in the status of an individual after his or her DD Form 2266 has been sent. (See para 1-4d(4).) The notification must include the name and social security number of the story subject. The telephone number for notifying the directorate is AUTOVON 945-

6502 or (area code 512) 925-6502. The message address is HQ AFSINC KELLY AFB TX//HN//. Status changes to be reported include—

- (1) Death of the service member.
- (2) Death of a relative listed on the DD Form 2266.
- (3) Arrest of the service member,
- (4) Change in marital status of the service member (divorce).
- (5) Changes of address for relatives listed on the form.

e. Timeliness. Hometown news material should be completed and sent so as to arrive at the Hometown News Directorate no later than 30 days after the news event occurs. For such events as field exercises or other items that cover a period of time, PAOs should plan to send the material on the first day the subjects participate in the event. This insures that the news stories reaching the media are fresh and gives the PAO assurance that the story subjects did, in fact, participate in the event. Prior planning and coordination with other staff functions are required to meet these deadlines. The Hometown News Directorate cannot process forms received before an event takes place, with only one exception. Forms concerning the retirement of a service member may be sent to the directorate anytime during the 30 days before the service member leaves active duty or active Reserve Component duty.

f. Feedback. There are several forms of feedback from the Hometown News Directorate to the directors of public affairs at MACOMs and to PAOs.

(1) The directorate periodically reports the number of forms and photographs received at the directorate and the number of forms which, were not usable. These reports use the public affairs office code system to account for forms and photographs. (See para 1-8b.)

(2) The directorate regularly returns to MACOMs those forms that were not usable. The reasons for returning the forms are indicated on each form.

(3) The directorate sends news clippings it receives to the director of public affairs of the MACOM in which the story originated. The directorate also periodically contracts for commercial news clipping service so a wide spectrum of clippings can be obtained. The results of commercial clipping services are used to monitor the effectiveness of the Hometown News Directorate editorial policies and to provide feedback to PAOs.

g. Media-news teams. PAOs can request coverage of a special event or activity by one of the Hometown News Directorate special media-news teams. (See chap 4.)

Chapter 2

Printed Releases

2-1. Print products

The two types of Hometown News Directorate releases sent to print media are—

a. Standard hometown news releases. Standard hometown news releases are brief update items about individual service members. The standard news release may include a photograph. (See chap 3.) Standard news releases cover such topics as promotions, reassignments, completion of schools, basic training graduation, decorations and awards, and major field exercise participation. These releases are also sent to radio and television stations that ask for them. See appendix A for story categories that are acceptable for submitting DD Forms 2266. See appendix H for examples of news releases sent to the media.

b. Special feature stories. Special feature stories are more in-depth articles about events and activities in which Army members are involved. The special feature story always includes one or more, photographs. Special feature stories are written by members of the Hometown News Directorate Features Branch after visits to the units and special activities. (See chap. 4.)

2-2. Nonstandard story topics

a. Some events are outside the routine story categories listed in appendix A, but cannot be handled by the Features Branch. With advance coordination, the Hometown News Directorate is sometimes able to work such stories into its production schedule. Unit PAOs write the basic stories for such events and activities.

b. To determine whether a nonstandard story is suitable, the PAO may call the Print Media Division of the Hometown News Directorate at AUTOVON 945-6502 or (area code 512) 925-6502.

c. Nonstandard stories with the DD Forms 2266 will be sent to the Army and Air Force Hometown News Directorate, Kelly Air Force Base, Texas 78241.

2-3. Stories Involving large groups

a. Before sending a news story on an event involving 500 or more people, contact the Print Media Division. This allows the division to program the story into its Production schedule.

b. Package the DD Forms 2266 together with the cover story. Each form must include a project identification phrase

such as 'REFORGER' in the event block (block 8). This phrase insures that the story facts can be identified in case a DD Form 2266 is separated from the package.

c. Hometown news release data forms from schools should be grouped by military occupational specialty (MOS) or class.

2-4. Story Information

All stories must have sufficient information about the service member and the event to develop the news release properly. Although most information is on the DD Form 2266, citations, fact sheets, and other appropriate background material are required when available. Staple supplemental material to the back of the form.

2-5. Army National Guard (ARNG) and US Army Reserve (USAR) releases

a. *Group or unit stories.* Do not submit DD Form 2266 for ARNO or USAR members who take part in unit-wide or group activities or events. Because every hometown news story deals with one individual person, editors in the locations of the units or groups would be flooded with multiple copies of the same story with only the names and families of the service members changed. Stories concerning individual members of the ARNO and USAR on active duty for training are handled just as are similar stories for active duty soldiers. Reserve Component soldiers on extended active duty are considered to be active duty members.

b. *Geographical limitations.* The ARNO or USAR unit is responsible for public release of stories in its local area. The Hometown News Directorate will handle those stories of individual accomplishments such as promotions, awards, reenlistment, and retirements when the service member has family ties who live more than 50 miles from the unit. (See para 2-7b.) In the case of guardsmen or reservists, the service member may be used as the hometown tie if he or she resides more than 50 miles from the unit. (See para 2-7b.) If the guardsman or reservist is used as the hometown tie, include the residential address of the member in block 19 of DD Form 2266.

2-6. Civilian employee releases

The Hometown News Directorate makes releases about civilian employees when the story is of exceptional significance and the individual has living relatives who reside more than 50 miles from the unit. See appendix A for a list of topics suitable for release. The civilian employee may be used as the hometown tie if he or she resides more than 50 miles from the unit. (See para 2-7b.) If the civilian employee is used as the hometown tie, include the residential address of the employee in block 19 of DD Form 2266.

2-7. Use of DD Form 2266

The DD Form 2266 is the primary source of information used to prepare accurate news stories about active duty, ARNG, USAR, and Reserve Officers' Training Corps (ROTC) members and civilian employees for the hometown media. PAOs may overprint DD Form 2266 to meet particular local needs.

a. *Story topics.* Make sure the story topic is valid for hometown news release. A listing of suitable story categories is in appendix A. If there are questions call the Hometown News Directorate at AUTOVON 945-6502 or (area code 512) 925-6502.

b. *Hometown ties.* Be sure persons filling out the forms have valid hometown ties. A valid hometown tie is a living relative such as parent, other blood relative, or in-law who lives in a community in the United States or its possessions. The only exceptions are ARNG and USAR members and civilian employees who themselves can be the hometown ties. (See para 2-5 and 2-6.) Friends do not qualify as valid hometown ties. Step-parents, foster parents, and former guardians are acceptable. Spouses and dependent children are not used for hometown ties. To avoid the possibility of harassment, no release will identify the service member's spouse by address or location.

c. *Timeliness.* Forms must arrive at the Hometown News Directorate within 30 days after the event. (See Para 1-8e.) No form will be processed if it arrives at the Hometown News Directorate after that deadline. This is to insure that the news media receive only fresh stories. Do not allow hometown news material to accumulate in public affairs offices. PAOs should use first-class mail when sending material to the directorate.

d. *Reasons for rejections.* If a DD Form 2266 does not have all the required information or does not meet the criteria for release, the Hometown News Directorate cannot use the form. The directorate sends unusable forms to the MACOM of the submitting units with the reasons for rejection indicated on each form. See appendix C for a list of common errors that make it impossible for the Hometown News Directorate to process a form. PAOs should use appendix C to screen DD Forms 2266 before sending them to the directorate.

e. *Original copy.* Send only one original copy of DD Form 2266 for each individual. Forms with carbon-copy or duplicated signatures are not acceptable. This is to avoid the possibility of duplicate news releases being made.

f. *Supplies of forms.* Requisition DD Forms 2266 through local adjutant general publications distribution channels.

2-8. Instructions for completing DD Form 2266

Complete the DD Form 2266 using the guidance on the reverse of the form and table 2-1. (See fig 2-1 for a sample of a completed DD Form 2266.) Forms may be filled out in pencil, pen, or typed but must be legible. PAOs must fill in the name of their organizations and their public affairs office codes in the blocks at the top of the form. (See para 1-8b.) These entries insure that the public affairs office receives credit for sending the forms and give a contact for the Hometown News Directorate when further information is needed.

Table 2-1
INSTRUCTION FOR COMPLETING DD FORM 2266

Block Number	Title	Instructions
1	Rank	Enter rank. Be specific. For example, use 1LT or 2LT, not LT:SP4 or CPL, not E-4.
2	Pay grade	Enter the appropriate code, such as E-5 or O-2.
3	First name, middle initial, last name	Enter first name, middle initial, and last name. Any qualifiers such as Jr. or III should be after the last name. Names must be completely legible, and the spelling must agree with the signature in block 20.
4	Social security number	Enter social security number. This nine-digit number is used by the Hometown News Directorate to identify and locate the story in its computer. Accuracy and completeness are essential.
5	Sex	Check the appropriate block. This is used to determine the sex of a person whose first name could be male or female, such as Pat or Bobby.
6	Branch of service	Check Army unless a different category applies. If 'other' is checked, write in the branch of service to which you belong.
7	Status	Check 7a for persons on extended active duty. For members of the ARNG or USAR not on extended active duty, check the appropriate category in 7b even if they are on active duty for training.
8	Event	Give a complete description of the event. Continue in block 19 if necessary. If a cover story or citation is included with the form, enter enough information so that the form can be identified with the cover story if they become separated. Examples of events are promoted to SP4; reenlisted for 6 years; received Army Commendation Medal, first oak leaf cluster; and participated in Operation Grand Fury.
9	Date of event	Enter the date the event happened. (For example, enter the date the promotion took effect or the date the medal was awarded—not the date the award-winning action took place). For long-term activities, write in inclusive dates. If a date is changed because of administrative error or rescheduling, the reason for the change must be explained in block 19.
10 and 11	Your living parents/guardians or other relatives	Enter the names and addresses of living persons. List the service member's parents, guardians, or other close relatives (aunts, uncles, adult brothers or sisters, grandparents, foster parents, step-parents—not spouse or dependent children).
	First name, MI, last name	Enter full name. 'Mrs. Smith' is not enough—use 'Mary K. Smith' 'John and Mary' is not enough—use 'John J. and Mary K. Smith.' If the relative is a member of the Armed Forces, include the branch of service and rank. (For example, 'Army Capt John J. Smith.')
	Relationship to you	Enter the relative's relationship to the service member. If the person listed at the left is your father, write in 'father.'
	Address (number and street)	Enter the complete residential address of the relative—not a post office box number. Rural delivery routes are acceptable as residential addresses. If the relative lives in a town or city with a population of 30,000 or more, a residential address is required. If the relative is a member of the Armed Forces, include complete residential address—not the unit or post office box.
	City	Enter the city in which the relative resides. Do not abbreviate.
	State	Enter the State of US possession in which the city is located.
	ZIP code	Enter the five-digit ZIP code. The ZIP code is needed to determine which media should receive the releases. The release is sent to all media outlets that request releases and serve the ZIP code areas in which relatives of the service member live. The Hometown News Directorate distributes releases only in the United States and its possessions.
12	Wife's/husband's name	Enter the full name of the wife or husband of the service member. If the spouse is a member of the Armed Forces, include the Service to which the spouse belongs and his or her rank.
	Branch of service	Enter the branch of service of which the spouse is a member.
	Rank	Enter the rank of the spouse
	Name of wife's/husband's living father	Enter the full name of the father of the spouse, if the father is living
	Address	Enter the complete residential address of the father of the spouse. See Instructions for blocks 10 and 11 for clarification. Do not enter the address of the spouse.
	City	Enter the name of the city in which the father of the spouse lives. Do not abbreviate.
	State ZIP code	Enter the State or US possession in which the city is located. Enter the five-digit ZIP code. See instructions for blocks 10 and 11 for explanation.
13	Your present unit of assignment	Enter clearly the name of your unit. Do not abbreviate or use acronyms.
	Post or base	Enter the name of your post or base if you are stationed on a military installation.
	State or country	Enter the State or country in which you are stationed.
	Date assigned	Enter the date you joined your present unit.
14	Duty MOS or AFSC	Army members enter the MOS of the job they are now doing. This MOS may be different from your primary MOS. The MOS code is used in the Hometown News Directorate computer to describe your job in a news story.
	Present job title	Enter a clear description of what you do. 'Motor pool' does not explain what you do there. Use words that will be understood by a civilian audience.

Table 2-1
INSTRUCTION FOR COMPLETING DD FORM 2266—Continued

Block Number	Title	Instructions
15	Total years active duty	Enter the total years you have served in the military services. Active Reserve Component service should be included in the total.
16	Last unit of assignment	Enter clearly the name of the unit in which you served before joining your present unit. Do not use a replacement unit as the previous assignment. Students arriving at a new station from a school will enter the name of the school as their previous unit of assignment. Do not abbreviate.
17	Post or base	Enter the name of the post or base if you were stationed on a military installation.
	City	Enter the name of the city in which you were stationed. Do not use APO or FPO numbers.
	State or country	Enter the State or country in which you were stationed.
	High school attended	Enter the name of the high school you last attended.
	City	Enter the city in which the high school is located.
	State	Enter the State in which the city is located.
18	ZIP code	Enter the five-digit ZIP code of the high school. See instructions for blocks 10 and 11 for an explanation of how ZIP codes are used.
	Year graduated	Enter the year in which you were graduated from this high school. If you did not graduate from this high school, enter 'NA.'
	Colleges/universities attended	Enter the full name of the college or university you attended. Do not abbreviate. 'USC' could mean University of Southern California or University of South Carolina.
	City	Enter the name of the city in which the college or university is located.
	State	Enter the State in which the college or university is located.
	ZIP code	Enter the ZIP code for the college or university. See instructions for blocks 10 and 11 for an explanation of how ZIP codes are used.
19	Degree	Enter the name of the degree granted by the college or university.
	Year graduated	Enter the year the degree was granted. College and university alumni publications include this information in their articles about alumni.
	Remarks	Enter additional information for which there was not room in any of the other blocks or explanations of entries which might need clarification. If a guardsman, reservist, or civilian employee is his or her own hometown tie, the residential address of the guardsman, reservist, or civilian employee will be entered here. Use this space to enter photo identification and outline information.
20	Your signature	Sign your payroll signature in this block to confirm that the information on the form is correct and that you authorize release to the civilian news media. The signature must be the same name as that entered in block 3, and the spelling must be identical.
21	Date	Enter the date you signed the form.
	Duty phone	Enter the telephone number where you can be reached in case further information is needed.
	Verification	Use this block only if the service member signed the form more than 30 days before the form is sent to the Hometown News Directorate. The PAO may— a. Check with the service member to make sure all information is still correct, and then sign in this block. b. Let the service member check the information, and let the service member sign in this block. This verification system is used only when forms are filled out before an event takes place, such as for an upcoming field exercise or award presentation.
	Date	Enter the date you reviewed the information and signed in block 21.

		RELEASING PUBLIC AFFAIRS OFFICE PUBLIC AFFAIRS OFFICE ABERDEEN PROVING ORD CTR & SCH ABERDEEN, MD 21005		PAO CODE 803	
For Hometown News Directorate Use Only					
INFORMATION FOR HOMETOWN NEWS RELEASE (See Privacy Act Statement and Instructions on Reverse)					
PRINT OR TYPE—SEND ORIGINAL ONLY					
1. RANK SSG	2. PAY GRADE E-6	3. FIRST NAME, MIDDLE INITIAL, LAST NAME JOHN Q. JONES		4. SOCIAL SECURITY NUMBER 123-45-6789	5. SEX <input checked="" type="checkbox"/> MALE <input type="checkbox"/> FEMALE
6. BRANCH OF SERVICE <input checked="" type="checkbox"/> ARMY <input type="checkbox"/> AIR FORCE <input type="checkbox"/> OTHER		7. STATUS a. <input checked="" type="checkbox"/> ACTIVE b. <input type="checkbox"/> RESERVE <input type="checkbox"/> NATL GD	8. EVENT (Example: Promoted to Sergeant; Received Commendation Medal) Arrived for duty		
		9. DATE OF EVENT (Yr-Mo-Day) 840206			
Your Living Parents/Guardians or Other Relatives—Include Branch of Service and Rank, if Military					
10. FIRST NAME, MI, LAST NAME Jack X. Jones		RELATIONSHIP TO YOU Father	ADDRESS (Number and Street) 12345 E. Main St. CITY Hoboken		STATE NJ ZIP CODE 07030
11. FIRST NAME, MI, LAST NAME Alice E. Jones		RELATIONSHIP TO YOU Mother	ADDRESS (Number and Street) 10 Railroad St. CITY Coal Center		STATE Pa ZIP CODE 15423
12. WIFE'S/HUSBAND'S NAME (First, MI, Last) (Include Service and Rank if Military) Janine R. Jones		NAME OF WIFE'S/HUSBAND'S LIVING FATHER (First, MI, Last Name) Albert A. Adams			ZIP CODE
		ADDRESS (Number, Street) RR 6		CITY Columbus	STATE Ohio ZIP CODE 43228
BRANCH OF SERVICE (if Military)		NAME OF WIFE'S/HUSBAND'S LIVING MOTHER (First, MI, Last Name) Brenda K. Adams			ZIP CODE
RANK (if Military)		ADDRESS (Number, Street) (Same as above)		CITY	STATE
13. YOUR PRESENT UNIT OF ASSIGNMENT Co A, 1st Supply & Svcs Bn		POST OR BASE (Not APO) Aberdeen Pvg Grnd	CITY	STATE OR COUNTRY Md	DATE ASSIGNED (Yr-Mo-Day) 840206
14. DUTY MOL OR AFSC 76Y30		PRESENT JOB TITLE (Full Title—Do Not Abbreviate) Supply Section Supervisor			15. TOTAL YEARS ACTIVE DUTY 10
16. LAST UNIT OF ASSIGNMENT Co B, 2d Engr Bn		POST OR BASE (Not APO)	CITY Bachbach	STATE OR COUNTRY West Germany	
17. HIGH SCHOOL ATTENDED Bel-Mar High School		CITY Belle Vernon	STATE Pa	ZIP CODE (If Known) 15012	YEAR GRADUATED 1974
18. COLLEGES/UNIVERSITIES ATTENDED (Complete Name) Orange Country Comm. College		CITY Middletown	STATE NY	ZIP CODE (If Known) 10940	DEGREE AA YR. GRAD 1979
19. REMARKS					
20. YOUR SIGNATURE <i>John Q Jones</i>				DATE 14 Feb 84	DUTY PHONE 925-6502
21. VERIFICATION (if signature over 30 days old, see reverse side)				DATE	DUTY PHONE

DD FORM 2266
81 SEP

REPLACES DA FORM 1526, JUL 72, AND DA FORM 1526-R,
PRIVACY ACT STATEMENT, WHICH ARE OBSOLETE

Figure 2-1A. Sample of a Completed DD Form 2266 (Information for Hometown News Release)

INSTRUCTIONS

1. Rank, such as SrA, Sp4, Sgt, Cpt, SSgt, 1Lt, etc.
2. Pay Grade, such as, E-4, E-9, O-4, O-3.
- 3., 4., 5., and 6., Self explanatory.
- 7a. Persons on extended active duty.
- 7b. Persons on active duty for training or a member of a Reserve or National Guard unit.
8. Short statement on reason for news release, such as, "Graduated from basic training"
9. Date of Event. The date the event actually happened, such as, date commendation medal was presented.
- 10., 11., 12., 13., 14., and 15., Self explanatory.
16. Last unit of assignment - unit you were assigned to when you received orders for your present assignment.
- 17., and 18., Self explanatory.
19. Remarks - Continue explanation of event here if necessary. Attach copies of award citation, base newspaper article, etc., which will help explain the event.
20. Self explanatory.
21. For PAOs Only: If the PAO believes the signature on the release form will be over 30 days old by the time it reaches the Hometown News Directorate, then the personal information on the form must be reverified. (NOTE: This re-verification does not eliminate the 30 day requirement on the event.) The PAO may contact the individual, determine that the information is current, then the PAO may sign in Block 20; or, the individual may personally check the form and sign in Block 20. Do not change date on the original signature. (Forms received at the Directorate with a signature over 30 days old cannot be used unless this reverification has been done.)

REMARKS

PRIVACY ACT STATEMENT

AUTHORITY: 5 U.S.C. 301, 10 U.S.C. 8012 and 8034, and EO 9397.

PRINCIPAL PURPOSE: To prepare news stories and news releases for distribution and publication by civilian news media to recognize the achievements of Army and Air Force members. SSAN is used for positive identification.

ROUTINE USE: Information may be disclosed to civilian news media representatives. Once published, information is considered "Public Domain."

DISCLOSURE IS VOLUNTARY: Failure to provide the information may mean little or no public news release material can be produced, thus denying the individual public recognition for personal achievements.

U.S. Government Printing Office: (951-361-646/807)

Figure 2-1B. Sample of a completed DD form 2266 (Information for Hometown News Release)—Continued

Chapter 3

Photographs

3-1. Introduction

When they are available, send black and white negatives or photographs of high quality with DD Forms 2266 for inclusion with news releases. The Hometown News Directorate cannot accept color film or color negatives. Photographs enhance acceptance of stories by the news media. However, do not delay or cancel sending a DD Form 2266 if photographs are not available or will be late. Do not send a photograph after the DD Form 2266 has been sent. Photos must accompany the DD Form 2266 to be released with the story.

3-2. Types of photographs

Hometown news release photographs generally can be classified as 'action' shots or 'mug' shots. The news media want quality action shots.

a. Action shots. The best action shots are those that show the service member on the job or in the activity described in the news release. Although action shots take more effort to produce, they are more widely used by editors because they help tell the story. Make sure the service member is prominently featured in the photographs and that the photograph pertains to the event or the individual's job. Sometimes, the Hometown News Directorate receives a story concerning an award presentation. However, the photograph shows a promotion ceremony. A photograph of the soldier on the job is almost always acceptable for any event.

b. Mug shots. When action shots are not available, mug shots are an acceptable alternative. Mug shots are head-and-shoulders photographs, preferably posed full face (looking at the camera). Such shots take less time to produce especially when a project involves a large number of people such as basic training or school graduates. Proper lighting is especially important.

3-3. Identification of photographs

Provide full identification (name, rank, and job title) in block 19 of the accompanying DD Form 2266 for all persons in the photograph. Be sure to describe the activity shown in action photographs. Identify each photograph or negative so it can be connected with the appropriate form.

a. The best method of identifying mug shots is to use a name board held centered at shirt pocket level. Use a card, steno pad, or chalk board no smaller than 5 x 8 inches. List the last name and first and middle initials on the first line and rank on the second line. If a name board is not used, provide identification on the negative envelope.

b. When you send a large number of DD Forms 2266 for the same story (such as class graduations or exercises), photographs may be sent as rolls of developed, uncut film. On rolls of uncut film, each identification number must be entered in block 19 of DD Form 2266 and in the negative. Identification numbers must be consecutive on the roll of negatives. Identification numbers should be coded so the negatives can be printed in high-speed, automatic printers. For example, the first person in class 0384 is given the number 001. The photo identification number for that person would be 0384001. The photo identification number for the next person in that class would be 0384002. The sequence must identify the order in which the photograph was taken. That same number will be written on the DD Form 2266. Continue with the same numbering system even if you use more than one roll of film. Do not use the same number for different people.

3-4. Negative requirements

Do not send individually cut negatives. A single negative cannot be loaded into the automatic printers. If a single negative is all that is available, send a high-quality black and white print. The Hometown News Directorate will make a copy negative from that black and white print. Attach the necessary identification to the back of the photograph. Do not write the information on the back of the photograph. Writing on the photograph will break the emulsion on the front. When the emulsion is broken, the photograph cannot be copied. If you send negatives, insure that the negatives are in strips of six frames (or equivalent length) or longer. The frame to be printed must be clearly indicated and must correspond to the DD Form 2266 it accompanies. Identification requirements are the same for negatives as for prints. (See para 3-3.)

3-5. Quality of photographs

Check the quality of each negative or print for scratches, overexposure or underexposure, and proper development. If the negative is properly exposed and developed, you can read newspaper print through the darkest part of the negative. If a negative is not available, a high-quality print is acceptable. All prints must be glossy, of normal contrast, and of the highest possible quality. (See app D for pictorial quality guidelines.)

a. Instant processing prints are not recommended. These prints can be used only if the prints are of high quality and

professional appearance. Most instant processing prints must be rejected because of streaks and other marks that occur during developing, or because (be images are too small.

b. The Hometown News Directorate prefers an original negative at least 2 × 2 inches to insure the best possible print quality. A high-quality black and white print at least 5 × 7 inches is acceptable. The Hometown News Directorate makes copy negatives from prints.

c. Package all material properly to prevent damage in mailing. Large photographs should be backed with cardboard or other sturdy material. Negatives, prints, and proof prints should be put in protective envelopes and taped or stapled to the back of the DD Form 2266. Do not staple in the image area. Do not use paper clips. Suitable envelopes for protecting negatives, prints, and proof prints are available through military supply channels. Mark the outer envelope or package "PHOTOGRAPHS—DO NOT BEND." This marking does not eliminate the need for sturdy packaging.

3-6. Content of photographs

In addition to the basic rules for photojournalism, special requirements for hometown news photographs are as follows:

a. Feature the individual. The service member who is the subject of the news release must be highlighted. Be sure all facial features are visible and recognizable. Other persons in the photograph are rarely of interest in the hometown of the subject. No more than two people should be in the picture and then only when necessary to the story (such as presenting an award).

b. Proper attire. Civilian clothes are not acceptable unless they are pertinent to the story or are the normal working attire of the military member. Battle-dress uniforms and other special uniforms should be worn in action photographs when appropriate to the story (such as a soldier on maneuvers). Proper headgear should be worn in all outdoor action photos. Headgear is optional in mug shots. If headgear is worn, it must not obscure facial features or cast shadows across the face. Security badges and sunglasses should not be visible on the uniform. Jewelry must not be visible when the subject is shown performing maintenance duties, even if the equipment is not running.

c. Proper grooming. The story subjects and other military members must meet proper grooming requirements of AR 670-1 in all hometown news photographs.

d. Gimmicks. Do not use gimmicks because they may give the wrong impression to the public. Avoid inappropriate shots, such as posing a truck driver at a radar set.

e. Relevant action. Handshaking and congratulation type pictures are dull and are generally rejected by editors. Instead, show the individual in action on the job or re-enacting what he or she did to earn the award.

f. Classified information. Make sure no classified information is visible in the photograph.

g. Distractions. Neither the background nor the foreground must detract from the subject or event. Keep out onlookers, irrelevant objects hanging on walls, and generally cluttered scenes.

h. Profile shots. Avoid profile (side view) shots. If a subject is photographed in a profile position, the photo cannot be used. Be sure the full face is visible.

i. Overworked poses. While standard scenes and props are sometimes effective in mass-production shots, take great care not to show soldiers from the same or nearby communities doing the same thing with the same props. Editors will not use multiple photographs of local soldiers doing the same thing.

Chapter 4

Hometown News Teams

4-1. Special teams

Two special types of Hometown News Directorate media teams, the television team and the features team, travel worldwide and work with post and unit PAOs to develop specialized hometown releases. Because of the difficulty in processing spot news stories quickly, these teams primarily work with feature-type stories. These teams cannot replace the host PAO in covering 'hard news' stories.

4-2. Story suggestions

Directors of public affairs and PAOs are encouraged to offer suggestions that can be developed by the Hometown News Directorate media teams. Because travel and production schedules must be developed well in advance, PAOs are asked to submit suggestions as early as possible. Stories must have a visual impact to accommodate television or provide photo possibilities for feature articles. PAOs may call the media teams at AUTOVON 945-6261 or (area code 512) 925-6261.

4-3. Unit participation

To make visits cost-effective, Hometown News Directorate television and features teams must be assured of a sufficient number of interviews for each visit. The goals are a minimum of 200 interviews per trip for the features team

and 75 television interviews per trip. More than one story idea per trip may be combined to achieve these goals. Unit PAOs are asked to arrange for sufficient numbers of soldiers to be available for such interviews.

4-4. Story content

The focus of each story is the individual soldier telling a story in his or her own words within the framework of a feature or news peg. Television and feature team stories generally concern individuals involved with equipment, hardware, exercises, or other photogenic activities. Stories tied in with national news events are desirable.

4-5. Feedback

The Hometown News Directorate media teams send feature stories and videotape clips to news media that have requested stories about soldiers. The teams include postage-paid comment cards and, for newspapers, postage paid envelopes in which to return copies of the published articles. Editors and station managers have the opportunity to comment on the quality and usefulness of the products. This feedback helps the Hometown News Directorate to stay current with media requirements.

Appendix A

Story Topics Suitable for Release

Section I

Military Personnel

A-1. Basic Training (Graduation)

Graduation from basic training (from the training facility only).

A-2. Commissioning

Completion and commissioning from Officer Candidate School.

A-3. Occupation Specialty schools (Graduation)

Graduation from initial-entry, military occupational specialty producing schools (only from the schools).

A-4. Promotions

Promotions to grade E-3 and higher as the promotion occurs (not as selected for).

A-5. Arrival for duty

Arrival for duty overseas, arrival for duty in the United States from overseas (Hawaii and Alaska are considered overseas for this category), or arrival for duty in one foreign country when transferring from another foreign country.

A-6. Major exercises

Major exercises. This includes only those exercises announced to the news media by the Department of Army (DA) or the Department of Defense (DOD), or active-duty unit deployments overseas from the United States with prior coordination between the unit and the Hometown News Directorate.

A-7. Awards and decorations

Awards and decorations for individual achievement (Army Achievement Medal or higher; copy of citation desired), plus the Humanitarian Service Medal (indicate for which action this medal is awarded).

A-8. Re-enlistment's.

Re-enlistment's. Include the number of years for which enlisting and number of years already served.

A-9. Retirements.

Retirements. Include the number of years served.

A-10. US Military Academy

Entering the US Military Academy (USMA) (after the initial summer training), and graduation and commissioning from USMA.

A-11. ROTC

Receipt of ROTC scholarship, completion of ROTC summer camp, and commissioning through the ROTC program.

A-12. Individual achievements

Individual achievements such as—

- a.* Receipt of college degree. Include field of study, type of degree, and the name and location of the institution granting the degree.
- b.* Soldier or noncommissioned officer of the month quarter or year at all levels of command.
- c.* Best individual in a job or career field for the month, quarter, or year at all levels of command. Include criteria for selection. A supporting cover story is desired.
- d.* Direct commissions and warrants.
- e.* Suggestion awards of \$50 or more. Cover story is required.
- f.* Participation in a national news event (only with prior coordination). Examples include Space Shuttle support, Presidential inauguration, or Mount St. Helen's operations.

A-13. Competitions

Competitions. This includes only individuals and competing, team winners in departmental contests that test readiness in combat-related skills with competitors drawn from a worldwide pool. It does not include unit winners nor titles and awards presented to units.

A-14. Selection for programs

Selection for service-funded, degree-producing programs and selection for Training With Industry programs.

A-15. Sports

Sports. This includes only selection for membership on US Olympic or Pan-American Games teams, American Athletic Union (AAU) national-level participants, National Sports Festival participants, and winners of sports events at DA or DOD level.

A-16. Non-Specialty schools (Graduation)

Graduation from all in-residence, non-specialty related schooling of 4 weeks or longer, plus airborne training. This category includes such, schooling as staff college, war college, industrial college, ranger training, and NCO academies (basic and primary NCO courses and Sergeants Major Academy). Forms must come only from the schools.

Section II

Civilian Employees

A-17. Decoration for Exceptional Civilian Service.

A-18. Civilian Award for Valor, MACOM level.

A-19. Army or Air Force Civilian Award for Valor.

A-20. DOD Distinguished Civilian Service Award.

A-21. President's Award for Distinguished Federal Civilian Service.

A-22. Receipt of Suggestion Award of \$500 or more. Cover story is required.

A-23. Graduation from military schools (as in para A-3) when the civilian employee is a member of a class primarily made up of military personnel.

Appendix B

Examples of News Releases

B-1. Example A: Award presentation

ARMY AND AIR FORCE HOMETOWN NEWS—Spec. 4 James R. Lamont, son of James D. and Linda M. Lamont of 2418 Benson Drive, Fredrick, Md., has been decorated with the Army Commendation Medal at Fort Riley, Kan. The Army Commendation Medal is awarded to those individuals who demonstrate outstanding achievement or meritorious service in the performance of their duties on behalf of the Army.

Lamont is a cannon crewman with the 1st Infantry Division.

His wife, Karen, is the daughter of Kenneth L. Bell of 159 Downing St., Oxon. Hill, Md.

The specialist is a 1976 graduate of Fredrick High School.

B-2. Example S: Promotion

ARMY AND AIR FORCE HOMETOWN NEWS—Richard D. Anderson, son of Richard E. and Donna M. Anderson of 5980 Maple Ave., Lakewood, Calif., has been promoted in the U.S. Army to the rank of sergeant.

Anderson is a combat engineer in Frankfurt, West Germany, with the 3rd Armored Division.

He is a 1978 graduate of Lakewood High School.

B-3. Example C: Arrival for duty

ARMY AND AIR FORCE HOMETOWN NEWS—First Lt. William T. Dane, son of Lawrence A. and Pamela L. Dane of 7280 Prairieview Lane, Lubbock, Texas, has arrived for duty at Fort Richardson, Alaska.

Dane, a platoon leader with the 172nd Infantry Brigade, was previously assigned at Fort Polk, La.

He is a 1977 graduate of Texas A&M University, College Station.

B-4. Example D: School graduation

ARMY AND AIR FORCE HOMETOWN NEWS—Pvt. James L. Taylor, son of William A. Taylor of 3832 Holly Drive and Phyllis R. Royer of 1214 Maine Drive both of Decatur III has completed training as an Army military police specialist under the one station unit training (OSUT) program at Fort McClellan, Ala.

OSUT is a 13-week period that combines basic training with advanced individual training.

Students were trained in civil and military law, traffic control, map reading, and self-defense. Taylor is a 1982 graduate of Thomas Jefferson High School, Decatur.

Appendix C

Common Errors on DD Form 2266

C-1. No signature or signature different from name in block 3.

C-2. Social security number omitted, incomplete, or erroneous.

C-3. Duplicated or carbon-copy signature.

C-4. Information is illegible.

C-5. Family-member ties:

- a.* Omitted.
- b.* Incomplete names.
- c.* Incomplete addresses.
- d.* No address.
- e.* No street address in a city of 30,000 or more population.
- f.* Unexplained differences in spelling of last name. For example, the name of the soldier is "Smyth" and his father's name is "Smythe."
- g.* Foreign or military (APO and FPO) addresses only.
- h.* Parents are listed at the same address when service member indicates they are divorced or separated.

C-6. Rank:

- a.* Omitted.
- b.* Improperly identified in block 1.

C-7. Post or city of assignment omitted.

C-8. Event:

- a.* Omitted.
- b.* Date of event omitted.
- c.* Date of event changed without explanation in block 19.
- d.* Cover story not provided when required.
- e.* Conflict between event and rank block.
- f.* Story facts not clear.
- g.* Story not processed by the Hometown News Directorate.

C-9. Outdated:

- a.* Event more than 30 days old when DD Form 2266 received.
- b.* Signature more than 30 days old when form received and information not verified in block 21.

C-10. ZIP code:

- a.* Invalid or not listed in the postal directory.
- b.* No media has requested releases for this ZIP code area.

C-11. School graduate submitted by the gaining unit.

C-12. Departures

Departures for permanent change of station, temporary duty, or expiration of term of service. The only acceptable departure story is a retirement.

C-13. Use of APO or FPO numbers instead of geographic location.

C-14. Transfer on same post or in same overseas country.

C-15. Submittal information

Form received by the Hometown News Directorate before the date of the event in block 8. This is acceptable only for retirements, which may be submitted up to 30 days in advance.

C-16. Individual does not desire release.**Appendix D
Pictorial Guidelines****D-1. Photographs or negatives are not suitable for use if-**

- a.* Any person in a photograph is not identified or action is unexplained.
- b.* Out of focus.
- c.* Poorly lit.
- d.* Poorly exposed.
- e.* Excessive or insufficient contrast.
- f.* Scratched.
- g.* Fogged, stained, or streaked.
- h.* Fingerprinted.
- i.* Damaged.
- j.* Image size too small or too large.
- k.* Cropped too tightly.
- l.* Spotted by dust.
- m.* Excessively grainy.
- n.* Staple or paperclip mark is on the image.
- o.* Quality does not meet public release standards.
- p.* Ballpoint pen impression is visible (from writing on back of print).
- q.* Negatives are individually cut.
- r.* The action is inappropriate or is a gimmick shot.
- s.* Sunglasses are worn.
- t.* There is a uniform discrepancy.
- u.* Color film or color prints are sent.
- v.* The subject presents a poor personal appearance.
- w.* The subject has a poor facial expression,
- x.* There are too many people in the photograph.
- y.* Subjects are poorly placed.
- z.* Classified material or security badge is visible.

D-2. Cutlines

Cutlines must fully identify all individuals in the photo.

D-3. Negatives

Negatives must be placed in an envelope with full identification.

D-4. Corresponding information

Corresponding identification must be in block 19 of DD Form 2266.

D-5. Envelope

Photograph or negative envelope must be attached to DD Form 2266.

D-6. Protective backing

Use protective backing for prints or negatives when mailing.

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